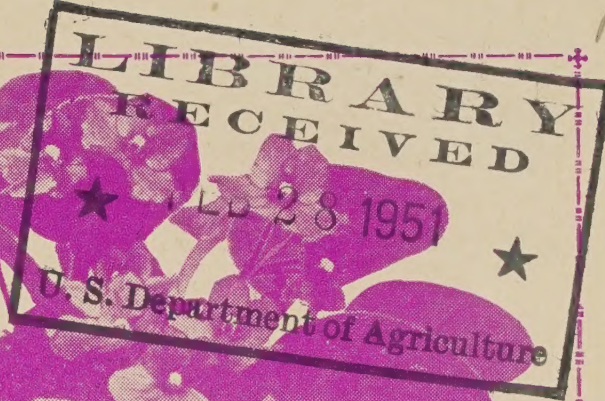


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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RED KING

Spoutz

**African Violet
Spring Catalog 1951**

Mrs. Jennie Spoutz, 13310 E. State Fair, Detroit 5, Mich.
Specializing in African Violets for Beginners and Collectors
Quality Plants — Quality Packing — Makes Satisfied Customers.



A personal letter to you about that indoor garden of yours . . .

After you have the dishes done and the floors swept, I'd surely appreciate a moment of your time. We know that you take great pride in keeping your home "friendly" and it's a real pleasure to have neighbors passing by admire your spotless windows and cheerful curtains, but how about bringing a little more sunshine **INSIDE** your kitchen, knowing that is where you are the busiest.

African Violets are just the gift to "give to yourself," and very handy too when you need to express your good wishes on occasions that arise—a cheery way to offer greetings for a birthday or your hope for speedy recovery from sickness. A hundred kindly thoughts will not register as effectively as one of nature's own living gifts. Your friends will be reminded of you each time their African Violet blooms.

All of my plants will grow splendidly for you without pampering. They'll multiply with just ordinary care so that you can share your extras with other excited enthusiasts of this spare-time hobby that has become so popular (and profitable too) among indoor gardeners. With just a few important rules on culture you'll soon be rated among the experts in no time at all!

My honest guarantee of satisfaction brings us many letters like Mrs. W. E. H., of Wyoming wrote us: "I am impressed with your care in packaging my plants." Remember that any variety you select will lend importance to your windowsill garden.

Jennie



ORCHID WONDER

\$3.00

(giant-flowered rich orchid)

Because this new variety is so outstanding among single-type varieties, be sure to mention a 2nd choice on this one in case we are sold out.

Do you have a Silver Dollar handy? We would like you to use it in testing the size of any African Violet blossoms you have now in your collection because the flowers from ORCHID WONDER actually peek out behind that silver dollar! Newly opened flowers are of 50-cent piece size but they grow and grow with just ordinary culture. ORCHID WONDER is the largest flowered of that new hybrid series with giant sized blooms. Violet Beauty and Lavender Beauty completes the series.

Notice the deep colouring in the center of the flower. Will always have 9 or more buds on well-branched strong stems; its easy to grow and it blooms heavily too! Don't be a 'Doubting Thomas,' but prove to yourself TODAY that these NEW varieties are really special!



*Pictured
on the
Front
Cover*

RED KING

\$2.50

Deepest "red" so far

We hasten to admit that truly crimson red African Violets are not for sale but this one is the nicest we have seen, so we have discontinued all other "red" varieties in favor of this aristocratic beauty.

RED KING holds its color — jewel-like garnet — and when grown in a sunny window the foliage appears to be almost black in color. A robust plant that will reward you by increasing quickly yet always remaining neat and compact. Underside of the leaf is deep wine. And, always six or more buds and flowers per stalk, held well above the foliage.

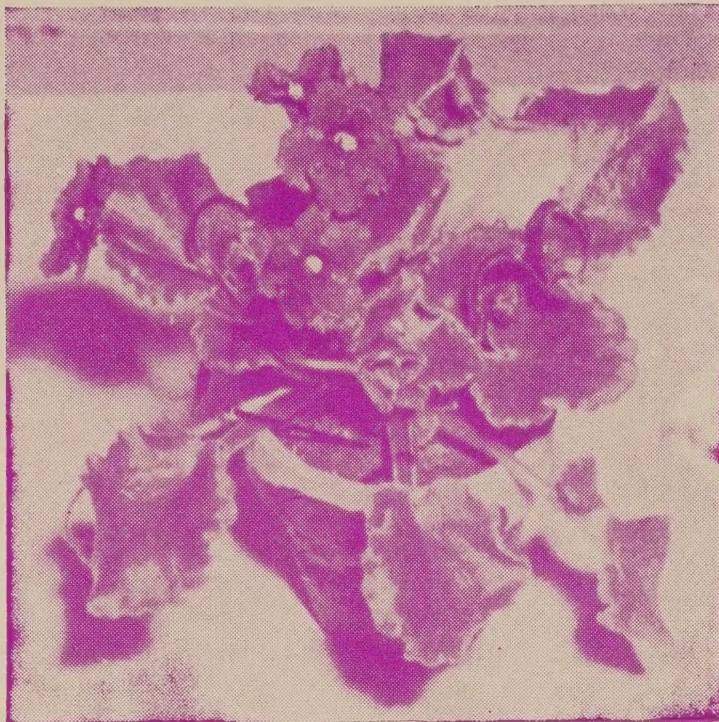
The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for its unusual color and perfect form.

A
BRAND
NEW
INTRODUCTION

LACY GIRL

\$3.25

(fringed purple)



The African Violet Magazine (December 1950 issue) had this to say about this startling "break" among single-type varieties: "LACY GIRL has a deep purple flower that appears to be a perfect circle, with each petal so curled at the edge it gives the impression of a fringe. The leaves are smooth and the same effect edges each leaf."

There was just one lone plant of LACY GIRL displayed at the African Violet Society's 1950 Philadelphia Convention, and experienced collectors really raised a fuss about it. You can see the above picture does not completely do this novelty justice because it had been used for hybridizing (if you look closely you can see the seed pods), and some of the most beautiful leaves had been removed for propagation.

This rare gem is offered for the first time; supply is limited so only the earliest orders will be assured of a plant. We reserve the right to limit the quantity of purchase without advance correspondence.



**QUEEN
NEPTUNE**

\$2.75

*(double-
flowering
blue)*

A true fancier of African Violets cannot overlook this choice variety in a complete collection. The beginner starting this hobby will be pleased with the newest in blue double-flowering varieties and **QUEEN NEPTUNE** will surely win admiration for unusual blossoms of peerless beauty.

I do hope the picture above is clear. **QUEEN NEPTUNE** has such large-sized flowers and so many of them that it may be difficult to tell where each blossom starts. The fully double flowers are long lasting; petals are formed perfectly with smaller blue-white petaloids in the center (reverse of the petals is silver-white) and occasionally there are yellow stamens to enhance its beauty. Plants attain great size. The foliage is deepest green with heavy quilt-type markings, possessing a wonderful satiny sheen — commands attention!

PINK GIRL

bright pink

\$2.25



BLUE GIRL

dark blue-violet

\$1.25



SAILOR GIRL

baby blue

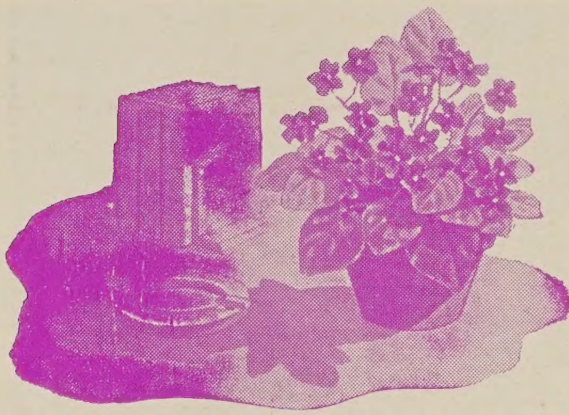
\$1.50



3 DISTINCTIVE "GIRLS"

African Violet enthusiasts are very fond of the "girl-type" foliage, and these are exquisite window-sill varieties.

You'll adore the graceful heart-shaped leaves with daintily fluted edges. There is an ivory white spot where it joins the stem, and always remains compact and lady-like too. If your space is very limited and you have room for just one big pot full, put all three of the above plants in the same specimen-sized Wik-fed flower pot and nobody will believe that its not just one plant because the foliage is identical! Imagine the bright pink, baby blue, and dark blue-violet flowers mingling amongst light green foliage — this is the answer to the no-space problem.



MRS. JENNIE SPOUTZ'

high quality

AFRICAN VIOLET PLANTS

for beginners and collectors

BI-COLOR: A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum-colored tips on the upper 2 petals which are a beautiful contrast to the pale lavender coloring of the rest of the bloom. **\$1.25**

BLACK BEAUTY: So vivid and alive, like a solid piece of velvety blackish purple of even tone, truly the darkest and largest in its class. Black Beauty produces IMMENSE flowers on heavy stalks held high above the foliage which is round and unusually furry and compact. Sells rapidly and our plants are priced low for such a choice variety. **\$2.25**

BLUE-EYED BEAUTY: Brand New 2-toned hybrid! Distinctive giant-sized white flowers with a sparkling porcelain blue overlay at the edges of the petals and encircling the bright yellow eye—that's Blue Eyed Beauty! Pistil is light blue, and the flowers are barely covered by a silver dollar — a heavy bloomer with many buds held high above white-stemmed foliage, on well-branched stalks. Excellent growing habits. The jewel-like designs cannot be shown accurately by photographs, but Violets like this have real personality! **\$3.00**

BLUE GIRL: Deep blue-violet flowers sure to be admired because there are so many of them; its easy to grow, and new enthusiasts admire the graceful heart-shaped foliage, dainty fluted edges **\$1.25**

BLUE WARRIOR: Bold and manly in appearance, a lusty grower possessing magnificent leathery foliage and quickly broadening into specimen-type symmetrical form. Leaf: darkest forest green. Flowers: round, and big. Color: loud blue. **\$1.75**

DuPONT LIGHT BLUE: Heavy substanded smooth baby blue, a wee bit deeper in the center, it stands unmatched for size, beauty, texture and distinguishing foliage, with fancy pinked edges. The most popular color in the DuPont group. P 18 **\$2.25**

LACY GIRL: BRAND NEW — At last, the variety that created a sensation among African Violet Society members at the 1950 Convention. This is one of the “breaks” that collectors have been waiting for, and what opportunities await the amateur hybridizer! Flowers: immense dark blue giant-sized beauties with heavily fringed and fuzzy rick-rack type margins on the petal edges. Jewel bright golden eye in the center. Foliage: ruffled and waved on medium stems with “girl-type” fluting. Accurately pictured! Page 5 **\$3.25**

LADY GENEVA (Pat.): You wont have to look twice to notice the white edge bordering the midnight blue flower — it's unusual and all that enthusiasts say it is . . . temperamental by admitting it's shocked when transplanted by withholding the white edge, but dependable because it will “come true” as soon as established. **\$2.50**

LAVENDER BEAUTY: Lightest silvery mauve. Written words cannot do it justice, I'll offer the comment that it is promptly bought by all who see it in bloom, and it is our favorite light-toned variety. One of the new hybrid series with widely opened flowers on well branched stems that have brought great size and color to edge out many of old-fashioned kinds. Exquisite. Page 23. **\$2.50**

MENTOR BOY: Flowers of a pleasing reddish purple (no trace of blue) and entirely distinct from all others in the beginners class. Grows rapidly. The blossoms reflect handsomely in the sunlight and you will receive many compliments on the size of each flower. We recommend Mentor Boy to customers who want to buy a dependable free-blooming variety, not too expensive but nice. See the accurate picture on Page 20. **\$1.25**

NEPTUNE: No other like it if you are looking for deeply quilted "spoon type" foliage of unusual darkness and satiny finish. Wonderful pot plant because it remains compact, and the foliage is tinted rose underneath. Many round, full blossoms of good size — true blue. **\$1.50**

ORCHID WONDER: Was sold out several times last season, but these richly colored flowers of silver dollar size will prove to all serious houseplant enthusiasts that African Violets have made the most startling advances in recent years . . . have converted many ordinary window gardens into sites of real beauty! Upper 2 petals deep orchid; lower 3 petals much lighter; color is more intense around the stamens. See Page 3! **\$3.00**

PINK BEAUTY: A true apple-blossom pink that blooms easily, looks nice amongst your other varieties and is priced for the modest purse. Neat light green foliage. **\$1.25**

PINK GIRL: A newer variety for collectors of girl-type foliage, bright pink flowers, neat rosette growing habit, and a good bloomer. Many enthusiasts have written us that Pink Girl is the prettiest and daintiest of the "girls" because of the extra nice scalloping and we're sure it will be the standard pink soon. Page 7. **\$2.25**

QUEEN NEPTUNE (double-flowering blue): Pitcured on Page 6 and simply exquisite in its beauty! Queen Neptune has captivated all serious collectors with its large sized fully double flowers, formed perfectly and sure to be the Prize Winner at any Flower Show. A profuse bloomer with many blue-white petaloids in the center, reverse of the flower is silvery-white. Dark quilted leaves attain great size. Page 6. **\$2.75**

RED KING: Think of a rich burgundy red against velvety foliage of darkest green, brushed wine underneath. Red King does not fade, is best in a sunny window and is at the height of its beauty in a blue Wik-fed flower pot. Perfect growing habit, sure to win over the most critical judge: it's pictured on the front cover! **\$2.50**

REGAL WINE (double flowering): Since its introduction Regal Wine has been a leader. Very choice, makes an outstanding picture in deep wine and rich green, truly an aristocratic thing! A fancier's variety, most dependable, blooms profusely with all flowers held high above the foliage. Merits the consideration of every African Violet enthusiast — pictured on the back cover. **\$2.50**

ROSE MARIE: Brand New! Positively a true rose color, no suggestion of blue in the flower, and it even has a rose-colored pistil. A new hybrid seedling with upper 2 petals a bit deeper than the lower 3, but the overall tone is DEFINITELY ROSE. Flowers as large as a 50-cent piece, with stems of deep wine; smooth tailored foliage, which is lightly quilted with reddish reverse and it's very stunning along side a blue or pure white variety. **\$3.00**

ROSY BLUE: The freshly opened blooms exhibit a pronounced maroon-wine cast which quickly change to many shades of orchid and then "Rosy Blue," and this unusual habit makes it most attractive. Our customers proclaim its free-blooming qualities by saying they have counted more flowers on plants of Rosy Blue than any other variety in their collection under home conditions. **\$1.75**

SAILOR GIRL: We cannot say that it has large flowers or that it will grow to great size, but if you are looking for a friendly pot plant with many virtues, glance at my photograph on Page 7. The sweet flowers remind you of round bells (they do not open up widely), soft baby blue distinctly deeper in the center, with a golden eye. **\$1.50**

SHOW GIRL: Introduced last Fall, an excellent bloomer with a medium blue flower. Has lots of white at the heart of the fluted leaf which is very firm, and the plant remains compact. A dependable newcomer, sure to please. **\$1.75**

SNOW PRINCE: NEW IN CATALOG! Absolutely pure white flowers on well branched stems. Blossoms are full, round, and honestly bigger than a silver dollar! Possesses superior qualities and growing habits. If you have had difficulty growing the pure white ones, we guarantee that Snow Prince will give you new confidence. **\$3.00**

VIOLET BEAUTY: Not a dark flower but a pastel lavender-blue is about right and the foliage and flowers are both larger in size than most varieties, with a very tailored appearance. Many widely opened blossoms at a time, and when displayed at the African Violet Convention in Philadelphia, Violet Beauty won the praise of experienced collectors for novel color. Page 19. **\$2.50**

WHITE BOY HYBRIDS (temporary name): A trial offer to a limited group of enthusiasts of this new seedling series with varying markings of lavender on white flowers resulted in a sell-out when we promised a plant in bloom, at **\$4.00**

WHITE GIRL: A "Spoutz" introduction last year, which gave us a surprise when the flowers we expected to be pure white opened with dainty lavender markings which varied somewhat in degree, more noticeable at the edges of the petals. Almost always matures to white but each flower is different! Free-blooming, ornamental girl foliage, very clean-looking — all these qualities are endearing it to African Violet hobbyists. Pictured on Page 21. **\$3.00**

TO BEAUTIFY YOUR WINDOW GARDEN

Unbreakable Plastic Wik-Fed Flower Pots.

Especially for the busy housewife! Neat, clean, cheerful, and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills, no chance for staining, and based on a principle that takes all the guess work out of "how often should I water my plants!"

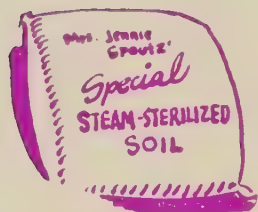
Glamorize your window garden with these new unbreakable selfwatering 2-piece flower pots. Latest tests prove that soluble salts collected on the rims of clay pots cause damage to leaf stems of African Violets. Plastic is non-absorbent, makes it easier to grow larger and more beautiful plants. The Fiberglas wicks supply proper amounts of moisture—fill the base with water only when dry!

Marbleized blue, yellow, green, red, ivory, bronze, pink, lavender-gray. All with highly polished ebony black bases—equipped with the wick!

Self-
WATERING



	Each	Per 3	Per 6	Per 12
Regular size (4") inside measurement	1.25	3.50	6.50	12.00
Specimen-Plant size (5" inside)	1.60	4.50	8.50	16.00



MRS. JENNIE SPOUTZ' Special Steam-Sterilized Soil mixed just for African Violets!

For the protection of your plants, DO NOT ADD A THING to this guaranteed mixture composed of: leaf mold (rich woods earth), good garden soil, sand, vermiculite, important well rotted cow manure, peat moss, bonemeal, some wee stones essential for proper drainage. Steam-sterilized to eliminate weed seeds—a QUALITY-TESTED product! Makes your plants grow and bloom profusely; packaged in moisture-proof polyethelyne plastic bags to keep from drying out till used. Keep some handy. Directions: Firm the soil carefully around the crown, water thoroughly. Keep plants shaded for several days. Your plants will be pleased with this mixture, which is exactly what is used in the greenhouse for growing the African Violets which are shipped to you!

1 package (2½#) \$1.00 postpaid
2 packages (5#) 1.75 postpaid

POKON PLANT FOOD

**AGAIN IMPORTED
FROM HOLLAND
POKON**

16-21-25

World's Richest Plant Food



If you have had trouble getting your African Violets to bloom, may I recommend Pokon, the concentrated fertilizer imported from the land of flowers!

Pokon's analysis is 16-21-27, and it is clean, odorless, easy to apply. Completely soluble in water. Pokon does not contain chloride to burn tender plant roots.

We have many fine reports from our customers on their experience with Pokon. It produces stronger root growth, sturdier stems, rich green luxuriant foliage, and larger, longer-lasting blooms.

Sizes Available	Price with Order
Small size	25c
Medium size	60c
Large size	\$1.00

If bought alone, SEND US	
25c plus 20c mail charge:	45c
60c plus 20c mail charge:	80c
\$1 plus 20c mail charge:	\$1.20

Mrs. Jennie Spoutz 13310 E. State Fair
Detroit 5, Mich.

ORDER BLANK

Ship to:

Address:

City, State:

If desired, add 35c for Special Delivery Service by Post Office.

TEAR OFF AND MAIL TODAY

Michigan Customers Please Add 3% Sales Tax to Total Order

"RECOLLECTION OF QUALITY REMAINS LONG AFTER PRICE IS FORGOTTEN"

so Our Policy is

YOU be the judge of value, remember we are anxious to please!

GROWING instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation (by division, by leaf cuttings, by seed); how to save a plant that has been damaged; information on containers, watering, fertilizing. You don't need a green thumb, just a few rules!

DURING freezing weather we acknowledge orders for plants and will make shipment **EARLY SPRING** when temperature in Detroit is above 40°. We guarantee **SAFE ARRIVAL** so your money is safe with us, but we urge you to

ORDER EARLY because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

OUR CATALOG is sent regularly to customers on record.

EVERYTHING is priced **POSTPAID** to your door (no C. O. D.), Canadian customers must secure labels from Inspector of Plant Products in Canada; must add 10% to order to cover higher postage costs; remittance by money orders please!

ALL PLANTS are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



Dear Mrs. Spoutz:

I have a friend who appreciates house-plants...send your catalog to

1.

.....

.....

2.

.....

.....

**No matter what your selection, you are assured of Quality Plants
and Quality Packing.**

MINIATURE GREENHOUSE

\$2.50 each

2 for \$4.75

AT LAST—what you've always wanted...a precision built miniature greenhouse equipped with four vents and an easy-opening hinged door in the roof!



8" long — 6" wide

It's fun to start your own prize-winning plants from leaf cuttings, in this feather-light **BEXLEY** greenhouse. Roots develop quickly thru controlled moisture and ventilation; you'll grow more multiple-crowned plants from rare varieties. The **BEXLEY** greenhouse makes your profitable hobby even more enjoyable by providing no limit to the possibilities of originating some outstanding seedlings worthy of introduction, if you are interested in hybridizing.

Clear grasslike plastic top is 4" high, rests on a detachable 8" x 6" green base which is 1½" deep, big enough to use up a package of our soil.

Price \$2.50 each, 2 for \$4.75 postpaid.

Mrs. Jennie Spoutz' Special Steam-Sterilized Soil is mixed just for African Violets. Makes them grow and produces extra-heavy root growth. Packaged in clean moisture-proof plastic bags. Use just as it is, nothing to be added to this **QUALITY-TESTED** product. **Price: 1 pkg. \$1 - 2 pkgs. 1.75 postpaid.**



"THE AFRICAN VIOLET"

by Helen Van Pelt Wilson . . . \$2.75 postpaid

If you are fascinated by this popular darling of window-sill gardening, you will welcome **THE AFRICAN VIOLET**, 198-page comprehensive guide to year-round bloom. Many valuable illustrations on methods of propagation, tells how to select best parent varieties for high quality seed crosses in hybridizing; includes complete care and culture from leaf cutting to prize-winning specimen plants. Delightful reading.



DuPONT LIGHT BLUE — \$2.25

This is the only giant-flowered blue in this catalog, and it has very choice background.

In September 1949 we offered a complete DuPont Hybrid Series composed of several shades of blue, the distinguishing characteristic included extremely large flowers and huge robust “pinked” foliage. However, the lightest blue was so beautiful and we received so many letters of praise from our customers who had purchased the entire series, that we now extend our best efforts to capture your order for DuPont Light Blue.

This variety is difficult to pack because it grows such heavy type foliage. Takes a while to bloom BUT properly established there is none amongst the “blues” that will receive half the attention that this choice collector’s pet will earn.

**VIOLET
BEAUTY**

\$2.50

*light
blue-
lavender*



We took a plant of this variety to the African Violet Convention in Spring 1950. It captivated everyone! Such a different color, a light blue-lavender not a rose-lavender, with a smooth satiny finish, no trace of markings on any petal.

Larger-than-usual flowers nicely rounded and fully opened. The coloring of this new hybrid seeding is between varieties Lavender Beauty and Orchid Wonder—its a profuse bloomer too!

Firm tailored foliage which is extra large in size, a robust grower. This is a NEW color—a pastel shade, nothing harsh or glaring, and it's especially luscious alongside of Pink Girl...truly a picture that will make you sigh! Matter of fact, we ordered a special pink Wik-Fed Flower Pot to take care of your requests.



**MENTOR
BOY**

*reddish
purple*

\$1.25

This is an older variety that has stood the test of time, and its priced low to be available to the modest purse.

MENTOR BOY is such an easy-to-grow variety, flowers are so velvety in texture, and so many of them on each stalk. Likes to bloom even when quite young and you'll enjoy the fuzzy leaves which are lightly quilted. This is a **good** beginners variety, priced to please.

Our introduction Black Beauty is a sport of Mentor Boy, tho Black Beauty has fewer flowers on each stalk, a plant in bloom is so striking, so beautiful that it will be hard to decide which to own if you have a spot for intensely colored black-reddish-purple velvety flowers in your collection. Our Black Beauty is \$2.25, and has been among the best sellers since its introduction.

**WHITE
GIRL**

*has
lavender
markings*

\$3.00



This is a recent introduction of mine that proved most unusual. Imagine an abundance of white flowers each with some dainty lavender markings which vary somewhat in degree. Perhaps around the yellow eye, or at the edges of the petal, but the coloring is there if you look for it when the blossoms are newly opened. Almost always matures to pure white but each blossom **MAY BE DIFFERENT!**

Sure to attract the attention of window gardeners who were not aware that 2-tone flowers are actually for sale!

WHITE GIRL has prettily scalloped foliage, remains compact, and grows very symmetrical — blooms abundantly. We have been overwhelmed by the orders we have received since introducing **WHITE GIRL** so place your order as soon as possible.



THIS IS
BI-COLOR
\$1.25

*Fully
described
on Page 8.*

THIS IS
BLUE
WARRIOR
\$1.75

*Fully
described
on Page 9.*



~~~~~  
Nov. 20, 1950: "Just planted the 3 fancy Violets, thank you so much — this is my first order and I'm very pleased!" — Mrs. A. J., Iowa.

**LAVENDER  
BEAUTY**

*light  
silvery  
mauve*

**\$2.50**



Just imagine a silvery mauve in the daintiest tint possible, smooth in finish and very evenly toned and remember that I am limited by just words. **LAVENDER BEAUTY** has no coarse markings in the blossoms. Extra large sized flowers.

As I have seen many varieties, it is most unusual that I make the bold statement that if you must limit yourself to just one African Violet plant, let it be **LAVENDER BEAUTY**! Originating as a seedling, Lavender Beauty is one of a series of hybrids that are a revelation of wide-open flowers on well branched stems, many blossoms open at a time.

A graceful plant with medium green foliage, and a hint of red veining underneath. Truly exquisite — and the lightest in its color class — blooms profusely!



## HOW TO GROW AFRICAN VIOLETS

In the past, some have felt that African Violets were temperamental, but with just a few simple suggestions, you're sure to be confirmed enthusiast! Let's visit a while, and I hope you'll be persuaded to give your green thumb a chance to show you how lovely your windowsills can be.

I wish I could convince everyone that my healthy plants, plus a Wik-fed pot, plus a window (any window) and my good special potting soil is all that you need to have an abundance of bloom. It's just that simple! Let's suppose that you have all these things, and from now on it is just a few hints on culture you will need to remember to keep your plants looking nice. They need some sunlight, and of course you'll want to take a peek every other week, to see if the wick on the flower pot is damp. Our spongy potting soil holds the moisture, and the plastic pot theory keeps it well distributed.

If you mix your own soil take: 2 parts good garden soil, 2 parts rich woods earth (leaf mold), 1 part of sand or vermiculite, 1 part peat moss, 1 part very rotted cow manure, 1/4 part bonemeal you'll have to sterilize by baking this one hour at 250° to remove the nuisance of worms or weed seeds. I should say here that you must hide all fertilizers before you start, lest you be tempted or carried away with enthusiasm in this important mixing process!

Now look for a pot that is in proportion to the plant, too much pot detracts from the beauty of your plant. The Wik-fed pots allow for proper drainage, or select any kind with a hole or two in the bottom. Our customers report that Pokon Plant Food enriches the color of your foliage, increases the size of the flowers and generally increases the loveliness of your African Violets.

Don't spill hot or cold water on the foliage as this will spoil the appearance by causing brown markings. These plants originated in Africa, so they appreciate warm temperatures. Of course you wouldn't want them to die with sunstroke by allowing the hot sun to shine directly upon them thru a plate glass window! Now if you have some old gnarled plants that just don't look right to you, firmly resolve to throw them out and start anew! Coddling a weak specimen on your limited windowsill just isn't worth it, when you recall how many nice healthy plants are anxious for a spot to show appreciation by dutifully rewarding you with flowers. Give them room to be graceful, don't separate plants that are blooming lest you knock off the flowers; and don't let me frighten you, they're easy to grow.



## FOR NEW CUSTOMERS

*You may have wondered how we pack your plants so they arrive without breakage due to traveling upsidedown most of the way to your home.*

Our African Violets are sent with a ball of good earth around the roots. A generous amount of well-dampened sphagnum moss is wrapped around the soil, and then enclosed in heavily waxed paper and tied. Next, it must be anchored firmly to avoid shifting within the box and to prevent the succulent leaves from becoming bruised, so we use corrugated padding for this.

In buying my African Violets, quality plants and quality packing is included in the postpaid prices. We guarantee our merchandise to please you or we want you to return within 10 days any damaged stock so that replacement can be made without delay. Our honest guarantee that we will make things right allows you to be the judge of value.

"I heard you had to spray them, what do you suggest" is what a few ladies have written us. And I always reply "what are you trying to catch!" Because almost everyone knows that the African Violet is just about the cleanest pest-free plant for windowsill gardening. Now if the foliage should become dusty, we recommend using the softest brush you can buy. We do not sell any pest killers, mostly because our four youngsters are very spry and we all know how children become intrigued with bottles on the top shelf!

If you or your friends have specific troubles, we are always ready to help . . . write for our 4-page "Growing Instructions" which tells how to save a plant that has been injured, how to kill cottony mealy bugs with an ordinary household necessity; tells what to do for non-blooming plants, to hustle them along.

If you know someone who would like one of our catalogs, you can send this copy with a 3c stamp — or better yet, we will be glad to place their name on our regular mailing list!

*"Recollection of quality remains long  
after price is forgotten"*



## THE COLLECTOR'S PAGE

BI-COLOR  
 BLACK BEAUTY  
 BLUE EYED BEAUTY  
 BLUE GIRL  
 BLUE WARRIOR  
 DuPONT LT. BLUE  
 LACY GIRL  
 LADY GENEVA  
 LAVENDER BEAUTY  
 MENTOR BOY  
 NEPTUNE  
 ORCHID WONDER  
 PINK BEAUTY  
 PINK GIRL  
 QUEEN NEPTUNE  
 RED KING  
 REGAL WINE  
 ROSE MARIE  
 ROSY BLUE  
 SAILOR GIRL  
 SHOW GIRL  
 SNOW PRINCE  
 VIOLET BEAUTY  
 WHITE GIRL

You should take a moment right now to mark down which varieties listed at the left are not in your collection . . . they represent the "cream of the crop!"

We've seen many varieties come and go. Some of the older ones were good in their day but with the startling advances made by amateur hybridizers and commercial growers, what was considered a "good collection" just 3 years ago is almost obsolete nowadays!

New color combinations and unusual foliage is a MUST when introducing a new variety, and limited stock creates a real problem here because our collector-customers know that if it's new in my catalog IT MUST BE GOOD . . . they are guided by my accurate descriptions, knowing there must be more than a whisker's difference before we list it for sale!

When I asked for suggestions in composing this issue, most everyone said . . . spend your extra money in enlarging this handi-book, use larger pictures and more readable type. And, keep the variety list SMALL AND SELECT (that one surprised me!) I am grateful for your letters and still laugh a little recalling your remarks on my photo that "I look like a gardener" — I confess that grubbing in the ground is one of my most enjoyable pleasures.

### GUARANTEE

Dear Customer:

We were glad to pack your order and hope you are pleased. Everything in this box is guaranteed to arrive in fine condition and if it isn't, please return promptly. This offer expires in 10 days.

My African Violets will grow and bloom for you. Just keep the Growing Instructions handy in your catalog. Remember, I'm anxious to please and ready to help, because your collection is very important to me.

Sincerely,

JENNIE.







## IN CLOSING . . .

We sent so many catalogs last year to new enthusiasts that we should explain some of the more important differences between beginner's and collector's varieties.

"Supreme-type" varieties like Black Beauty, DuPont Light Blue, and Lacy Girl grow more slowly, are more difficult to pack because the extra heavy type foliage and brittle stems just won't bend, so

## African Violets

LIVING COLOR FOR YOUR ROOMS!

these are smaller sized plants than regularly shipped, require a bit more attention. When fully grown, however, these 3 varieties will receive many astonished and envious compliments for strong husky appearance and grandiose flower stalks . . . makes for wonderful conversation, neighbors will beg for your secret and ask "how do you make them grow like that!"

We sell new varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older — have stood the test of time — priced low to be available for the modest purse. You can rely on our descriptions. Some favorites are missing from this issue due to insufficient stock; if interested in a certain variety not listed, please write us.

I know you'll agree that a beautiful indoor window garden will add much to the enjoyment of your home. African Violets are admired by everyone, and you can start a hobby collection with just \$1.25. Year after year these plants will bloom for you during the winter months when flowers are most appreciated. Start today . . . while you have a moment!

*"A Reliable Source of  
African Violet Plants  
and Supplies."*

*Jennie*

**MRS. JENNIE SPOUTZ**

*Specialist in African Violet Culture.*

**Varieties for Beginners and Collectors**

**13310 E. STATE FAIR  
QUALITY PLANTS**

**DETROIT 5 MICH.  
QUALITY PACKING**

Copyright 1951 by Mrs. Jennie Spoutz, 13310 E. State Fair,  
Detroit 5, Mich.



**DOUBLE  
FLOWERING  
REGAL WINE**

**\$2.50**

Still the only one in its class . . . a true fancier cannot overlook this choice variety in his collection! Profuse bloomer, nice foliage.

*Described  
on Page 11.*



(Double-  
Flowering)  
**REGAL WINE**

**MRS. JENNIE SPOUTZ**  
*African Violet Specialist*  
**13310 E. State Fair**  
**Detroit 5, Michigan**

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